

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending June 30, 2013.

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Caribbean Tourism Organization USA, Inc

991

(c) Business Address(es) of Registrant

80 Broad Street, Suite 3302

New York, NY 10004

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|---|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

Only Suite Number, its now on the 33rd Floor

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

N/A

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Foreign Principal
Aruba

Date of Termination
April, 2013

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Anguilla, Antigua and Barbuda, Bahamas, Barbados, Belize, Bermuda, Bonaire, British Virgin Islands, Cayman Islands, Curacao, Dominica, Grenada, Guadeloupe/St. Barts, Guyana, Haiti, Jamaica, Martinique, Montserrat, Puerto Rico, St. Eustatius, St. Kitts, Saint Lucia, St. Maarten, St. Martin, St. Vincent & the Grenadines, Trinidad and Tobago, Turks & Caicos Islands, United State Virgin Islands, Venezuela

Note: The Caribbean Tourism Organization USA Inc is the principal and the countries are the members of the Caribbean Tourism Organization

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☒

Exhibit B⁴ Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Promotion of Tourist travel to the Caribbean region by means of Public Releases, distribution of Tourist Folders and and Public Relations on the joint interest of the Foreign Government Islands and the USVI and Puerto Rico, as well as Allied members engaged in operations of hotels in the Caribbean covering centralized general activities for the Government Islands which are members of the registrant.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
See attached Schedule A showing monies received			\$934,543.00

\$934,543

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
See attached Schedule B showing monies disbursed			\$743,718.00

\$743,718.00

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Caribbean Tourism Organizatin, USA Inc

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

\$738,020.00 received from our member countries listed on page 3, line 9 for January to June 30, 2013

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☒ Website URL(s): onecaribbean.org
☐ Social media websites URL(s): _____
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
 Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

September 30, 2013

/s/ Sylma Brown

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

CARIBBEAN TOURISM ORGANIZATION USA Inc.
SCHEDULE A

HO (Barbados)	738,020.00
ALLIED MEMBERS	26,125.00
CARIBBEAN WEEK INCOME	131,136.86
CARIBBEAN DIASPORA	500.00
TRADE SHOWS	25,410.00
INTEREST INCOME	4.67
SUSTAINABLE TOURISM CONFERENCE	8,423.81
TOTAL	929,620.34
CHAPTERS	4,923.00
TOTAL RECEIVED	<u>934,543.34</u>

CARIBBEAN TOURISM ORGANIZATION USA Inc.
SCHEDULE B

<u>DISBURSEMENTS</u>	\$
SALARIES AND WAGES	285,193
PAYROLL TAXES	24,092
EMPLOYEE PENSION	26,648
EMPLOYEE MEDICAL INSURANCE	42,539
EQUIPMENT RENTAL/MAINTENANCE	7,180
OFFICE RENT	48,807
OFFICE SUPPLIES	16,593
POSTAGE/SHIPPING/MESSENGER	5,844
INTERNET SERVICES/WEBHOSTING	28,819
FOOD & BEVERAGE COSTS	10,984
SUSTAINABLE TOURISM CONFERENCE	16,214
CTC CONFERENCE	5,759
TRADE SHOW EXPENSES	32,966
CARIBBEAN DIASPORA	320
IT MAINTENANCE & SERVICE	20,610
INSURANCES	2,245
TELEPHONE & FAX	27,289
PROMOTION	1,225
TRAVEL MARKETING	14,650
CONSULTANCY FEES	2,725
ALLIED WORKSHOP EXPENSES	2,093
PUBLIC RELATIONS	757
BANK/CREDIT CARDS SERVICE CHARGE	599
TRAVEL EXPENSE--OTHER	10,253
SUBSCRIPTIONS	90
OTHER EXPENSE	13,947
RELOCATION	2,826
PENSION ADMIN COST	1,650
ENTERTAINMENT	420
INTERN STIPEND	717
BOARD & OTHER MEETINGS	93
CARIBBEAN WEEK EXPENSES	76,979
TAXATION FEES	408
	<hr/>
	731,532
TOTAL DISBURSEMENTS BY CHAPTERS	<hr/>
	12,186
	<hr/>
TOTAL DISBURSEMENTS	<hr/>
	743,718

SHORT-FORM REGISTRATION INFORMATION SHEET

The Department records list active short-form registration statements for the following persons filed on the date indicated by each name. If a person is not currently functioning in the same capacity directly on behalf of the foreign principal, please indicate the date of termination in Item 5 of the supplemental statement.

Short Form List for Registrant: Caribbean Tourism Organization, USA Inc.

<u>Last Name</u>	<u>First Name</u>	<u>Registration Date</u>
Bramble	Sylma Brown	03/27/2012
Riley	Clyde Hugh	12/10/2002



FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Johnson JohnRose
246-427-5242
JJohnrose@caribtourism.com

**NEW AWARD TO BE PRESENTED AT CTO SUSTAINABLE TOURISM
CONFERENCE IN TRINIDAD & TOBAGO**

~ Destination Stewardship Award added to CTO/TravelMole Awards Programme ~

BRIDGETOWN, Barbados (29 January 2013) - The Caribbean Tourism Organization (CTO) has added a new category to its sustainable tourism awards programme which it organizes in collaboration with TravelMole, the online community for the travel and tourism industry.

This year, CTO member destinations can submit their projects and programmes for consideration for the Destination Stewardship Award. It is one of six to be presented at the 14th annual CTO Sustainable Tourism Conference (STC-14) being held in Trinidad and Tobago from 15-18 April.

The Destination Stewardship Award is presented to a member destination that is making solid strides towards sustainable tourism management at the destination level through a number of integrated initiatives and programmes. They must demonstrate improved sustainable tourism planning, widespread adoption of good practices, multi-stakeholder engagement, the preservation of cultural heritage and protection the environment, among other successes.

"We decided to introduce this award to highlight and recognize the need for a more holistic approach to sustainable destination management," said Gail Henry, CTO's sustainable tourism product specialist.

This approach requires a range of tourism stakeholders - the public sector, private sector and non-government organizations - to collaborate towards sustainability of the destination, she said.

"There are many positive examples of this approach globally from which the Caribbean can learn, but we'd also like to celebrate successful Caribbean efforts towards building sustainable destinations," Ms. Henry added.

In addition to the Destination Stewardship Award, the CTO will present the Sustainable Accommodation Award, Community Award, Heritage Protection Award and Biodiversity Award, as well as the marquis Caribbean Excellence in Sustainable Tourism Award. The deadline for the receipt of nominations is Friday 1 March, 2013.

These CTO-TravelMole annual Sustainable Tourism Awards are aimed at identifying and showcasing sustainable tourism good practices in the Caribbean. The awards recognize individuals, groups, organizations or companies in any of the CTO member countries which have developed unique and attractive tourism products or are engaged in implementing sustainable tourism-related initiatives which embrace sustainable tourism concepts and core values. For further details on the CTO/TravelMole Sustainable Tourism Awards, including registration forms and how to participate, visit www.caribbeanstc.com.

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean's tourism development agency comprising membership of over 30 countries and territories including Dutch, English, French and Spanish, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year round, warm weather destination by 2017, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean.

Among the benefits to its members the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, research and information technology.

In addition the CTO, in partnership with the Caribbean Hotel & Tourism Association, jointly and equally owns the Caribbean Tourism Development Company, a marketing and business development entity dedicated to promoting the Caribbean brand worldwide.

The CTO's Headquarters is located at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: CTObarbados@caribtourism.com.

The CTO's New York office is located at 80 Broad St., Suite 3302, New York, NY 10004, USA: Tel: (212) 635-9530; Fax: (212) 635-9511; E-mail: CTOny@caribtourism.com;

The CTO's London office is located at The Quadrant, Richmond, Surrey TW9 1BP, England. Tel: 011 44 208 948 0057; Fax: 011 44 208 948 0067; E-mail: CTOlondon@caribtourism.com;

For more information on the Caribbean Tourism Organization please visit www.OneCaribbean.org.
Get the latest CTO updates on Twitter at <http://www.twitter.com/ctotourism> .

Connect with CTO on Facebook at <http://www.facebook.com/CaribbeanTourismOrganization>.

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FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Johnson JohnRose

246-427-5242

JJohnrose@caribtourism.com

**CARIBBEAN TOURISM ORGANIZATION ANNOUNCES 2013
SCHOLARSHIPS**

-- CTO Scholarship Programme Invites Applications for Scholarships and Study Grants --

BRIDGETOWN Barbados (5 Feb, 2013) – Caribbean nationals wishing to study tourism or hospitality and language training are being offered the opportunity to secure scholarships from the Caribbean Tourism Organization (CTO).

The region's tourism development agency, through its scholarship programme, the CTO Foundation, is awarding scholarships of up to US\$12,000 to individuals wanting to study tourism or hospitality at the Master's (post graduate) level, and language training for persons already working in the tourism sector.

In addition, the CTO Foundation is offering study grants of up to US\$2,500 to individuals pursuing tourism/hospitality studies at the certificate, diploma, associate degree or first degree level. Studies can be pursued both within and outside the Caribbean region.

"The Foundation selects individuals who demonstrate high levels of achievement and leadership both within and outside the classroom and who express a strong interest in making a positive contribution to Caribbean tourism," said Bonita Morgan, CTO's director of regional human resource development.

In addition, the CTO Foundation offers a scholarship of up to US\$2,500 in the name of Arley Sobers, CTO's former director of research and information management. Mr. Sobers, who passed away in an untimely manner in 2008, dedicated over two decades of his working life in the service of the Caribbean Tourism Organization. This scholarship is for persons working in

local tourism organizations such as the ministry of tourism or the board of tourism, who wish to strengthen their skills in the areas of research and statistics.

A scholarship of up to US\$7,500 is also being offered in the name of the late Audrey Palmer Hawks, the past director general of the Caribbean Tourism Association, which eventually merged in 1989 with the Caribbean Tourism Research and Development Centre to form the CTO.

Mrs. Hawks was responsible for marketing the Caribbean region as a tourist attraction to travellers in the United States and Canada.

More than 190 Caribbean nationals have benefitted from the CTO scholarship and grants programme to the tune of over US\$760,000 since the CTO Foundation was founded in 1997. CTO has also secured over US\$250,000 in scholarship funds from Monroe College to assist Caribbean students pursuing further education in tourism –related subjects. The two institutions signed a Memorandum of Understanding last June through which Monroe College will commit eighty three thousand six hundred dollars (US\$83,600) annually to the CTO, to provide scholarships and grants to at least 30 highly qualified Caribbean citizens, who are interested in pursuing full time studies or advancing their careers in the tourism sector.

The CTO Foundation is already accepting applications for the 2013 scholarships and study grants programme and interested persons have until April 15, 2013 to send in their application forms.

The CTO Foundation, set up in 1997, is registered in New York State as a Not-for-Profit Corporation, formed exclusively for charitable and educational purposes. Its main aim is to provide scholarships and study grants to students and industry personnel who are Caribbean nationals, from

CTO-member countries, who wish to pursue studies in the areas of tourism/hospitality and language training. CTO Foundation sponsors include American Express, American Airlines, Interval International, Universal Media, the CTO chapters worldwide and numerous CTO allied members.

Information on how to apply for the CTO Foundation scholarship, as well as a list of scholarship and grant recipients, can be found at www.onecaribbean.org.

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean's tourism development agency comprising membership of over 30 countries and territories including Dutch, English, French and Spanish, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year round, warm weather destination by 2017, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean.

Among the benefits to its members the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, research and information technology.

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Get the latest CTO updates on Twitter at <http://www.twitter.com/ctotourism>.

Connect with CTO on Facebook at <http://www.facebook.com/CaribbeanTourismOrganization>.

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**CARIBBEAN TOURISM ORGANIZATION OFFERS TUITION SCHOLARSHIPS AND
GRANTS FOR MONROE COLLEGE 2013 – 2014 ACADEMIC YEAR**

-- Qualified applicants can receive up to \$US\$18,660 to cover tuition at Monroe College in New York, Saint Lucia or online --

BRIDGETOWN, Barbados – (7 Feb 2013) - The Caribbean Tourism Organization – the international agency leading sustainable tourism in the region – is presenting Caribbean nationals with additional opportunities to pursue higher education in tourism and hospitality management.

The CTO, through its scholarship programme, the CTO Foundation, is offering a number of scholarships to students from member countries to advance their education by pursuing a bachelor's degree programme in Hospitality/ Tourism Management. The scholarships are for full-time study at Monroe College in New York (www.Monroecollege.edu), at its campus in Saint Lucia, or for the college's online course, and are for first time students.

This offer comes as a result of a Memorandum of Understanding signed between Monroe College and the CTO in 2011. The MOU established a three year agreement for scholarships and study grants to support students from the Caribbean to advance their tourism/hospitality education at Monroe College. Scholarship awards will range from US\$4,500.00 to US\$18,660.00 annually, equally distributed over three semester. The funds are to offset student tuition expenses at Monroe College. The deadline for receipt of applications is 15 April, 2013.

The relationship between CTO and Monroe College began late 2010 when a Trinidad and Tobago national, Ms. Tamika Keane, became the recipient of the first-ever scholarship offered by Monroe College as part of the CTO Foundation Scholarship Programme.

Founded in 1933, Monroe College is recognized as a leading provider of focused, career-oriented, quality education which integrates classroom learning with real-world experience. The College, which also has an offshore campus on the island of St. Lucia, is accredited by the Commission on Higher Education of the Middle States Associations of Colleges and Schools in the United States. It was founded with a single goal: *To educate men and women for a successful future in the world.*

Further information on the Monroe College scholarship, including eligibility requirements and how to apply, is available at www.onecaribbean.org.

Established in 1997, the CTO Foundation is registered in New York State as a Not-for-Profit Corporation, formed exclusively for charitable and educational purposes. Its main aim is to provide scholarships and study grants to students and industry personnel who are Caribbean nationals, from CTO-member countries, who wish to pursue studies in the areas of tourism/hospitality and language training. More than 190 Caribbean nationals have benefitted from the CTO scholarship and grants programme to the tune of over US\$760,000 since the CTO Foundation was founded. CTO Foundation sponsors include American Express, American Airlines, Interval International, Universal Media, the CTO chapters worldwide and numerous CTO allied members.

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**CTO AVIATION TASK FORCE RECOMMENDS SINGLE VISA REGIME TO
ENHANCE VISITOR EXPERIENCE IN MEMBER COUNTRIES**

~ Task Force meeting in Antigua also recommends standardized entry/exit card ~

BRIDGETOWN, Barbados (11 Feb 2013) - The Caribbean Tourism Organization (CTO) Aviation Task Force - a highly focused committee established to facilitate air transportation into and throughout the Caribbean and to enhance airlift – has recommended a review of visa regimes in member countries in order to improve the visitor experience.

The task force is to recommend to its membership a system similar to the Europe's Schengen visa programme where visitors who are cleared at the initial port of entry can continue travelling seamlessly throughout most of the European Union.

The decision came out of a recent meeting of the CTO Aviation Task Force held at the Royal Antiguan Hotel in St John's, Antigua to review issues affecting intra-regional travel and make recommendations for increasing consumer demand

The group agreed that full clearance at the first port of entry was necessary to ensure an improved cross regional experience by visitors. It was agreed that the sub-regional grouping, the Organization of Eastern Caribbean States, (OECS) should be used as a model for such a single visa regime. The OECS is in the process of establishing a single economic space and is expected to implement full clearance at the first point of entry into the sub-group. The CTO Aviation Task

Force agreed that this best practice would be reviewed after its implementation for possible replication across the Caribbean Community (CARICOM) region and beyond.

In addition to a single visa regime, the Task Force is recommending a standardized entry and exit card— otherwise called immigration or ED card - across the Caribbean. This, would help reduce airlines' costs and improve customer service at Caribbean airports. Again, the OECS, which is expected to introduce the use of one common ED card, will be used as a model.

Other recommendations include an analysis of the impact of taxes and fees on the cost of regional air travel and a more holistic approach towards air travel revenue; including a possible ticket tax rebate when a traveller starts and ends the journey in another destination of the same domestic space. The task force also identified an urgent need to end secondary screening for intra-regional passengers who are in transit since the current practice diminishes the overall travellers' experience.

Also on the Aviation Task Force agenda were issues related to the CARICOM Multilateral Air Services Agreement, open skies, and other regulations and restrictions facing airlines serving the Caribbean.

The Antigua meeting was attended by senior representatives of air and seaport authorities, regional airlines, regulatory bodies, aviation consultants, policy-makers and tourism professionals from CTO member countries and the international community. It was jointly chaired by the CTO Chairman, Commissioner Beverly Nicholson-Doty of the US Virgin Islands and CTO past Chairman Ricky Skerritt, Minister of International Transport of St. Kitts and Nevis.

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**PRODUCT, PARTNERSHIP & PROFITABILITY THE MAIN FOCUS OF
REGION'S PREMIER SUSTAINABLE TOURISM CONFERENCE**

*-- Theme of 14th Annual Caribbean Conference on Sustainable Tourism set for 15-18 April in
Trinidad & Tobago, is Keeping the Right Balance: Enhancing Destination Sustainability through
Products, Partnerships, Profitability --*

BRIDGETOWN, Barbados (14 February, 2013) – How to develop partnerships that result in an innovative, profitable and sustainable product will be the main topic for discussion when tourism planners, policymakers and stakeholders in the tourism sector meet in Trinidad & Tobago in April for the Caribbean's premier sustainable tourism gathering.

The *14th Annual Caribbean Conference on Sustainable Tourism Development*, otherwise known as the Sustainable Tourism Conference (*STC-14*) - to be held from 15 to 18 April 2013 - will explore ways the Caribbean can enhance destination sustainability and competitiveness in the current global environment by examining a number of critical issues. These include enriching visitor experiences beyond stereotypical urban and rural tourism products; intelligent destination branding and marketing designed to showcase these experiences; engaging and partnering with key destination stakeholders for successful destination planning and management; increasing year-round visitor spend on local goods and services; and learning from winning destinations' good practice models in tourism sustainability.

"As the world slowly embraces new models of economic development, including green and blue economies, Caribbean destinations will need to find complementary models of destination sustainability," said Gail Henry, the CTO's sustainable tourism product specialist.

"Greater attention to how our destinations are planned, managed and marketed will also be critical for positioning the Caribbean as the most desirable, year-round warm weather destination by 2017," Ms. Henry added in a reference to the Caribbean Tourism Organization (CTO)'s new vision.

It is for these reasons, she said, that the CTO, which organizes the conference, has chosen as its theme, *Keeping the Right Balance: Enhancing Destination Sustainability through Products, Partnerships, Profitability*.

The conference programme will feature focused panel discussions, special presentations and interactive workshops to create opportunities for delegates to interact with leading local, regional and international experts and tourism practitioners. A full day of exhilarating study tours is also being planned to reveal the diversity of Trinidad & Tobago and the various sustainability models being employed. Also not to be missed are the Stakeholder Speak Out and youth-focused sessions which add to the rich sustainable tourism discourse.

As a third-time STC host, Trinidad and Tobago is again eager to showcase its many wonders. The government has identified tourism as one of the key pillars to lead the diversification effort in its energy fuelled economy. The growth of the tourism sector there is being guided by the principles of sustainable tourism where there is a balance between the use of environmental resources and the cultural and socio-economic benefits derived by host communities.

For more information on STC-13, visit www.caribbeanstc.com.

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**NEW AND IMPROVED PROGRAMME OF ACTIVITIES LAUNCHED FOR
CARIBBEAN WEEK IN NEW YORK 2013**

~ The week of activities organized by the Caribbean Tourism Organization celebrating the unique holiday attributes of the Caribbean takes place from 1 to 8 June, 2013 in NYC ~

NEW YORK, NY (15 Feb, 2012) – Exciting and unmatched new events, along with refreshed and improved familiar ones, are part of an enlivening programme of activities unveiled by the Caribbean's tourism development agency for one of the most culturally explosive weeks in New York City.

The Caribbean returns to America's most populous city from 1-8 June 2013 for its late spring event, **Caribbean Week in New York**, a week of activities organized by the Caribbean Tourism Organization to showcase the warmth, spirit and vibrancy that make the Caribbean the most desirable warm weather destination.

A sensational holiday fair at which prospective travellers to the Caribbean can purchase special deals is among the new elements to the week which has become one of the most important events on the tourism calendar in the "Big Apple". The **OneCaribbean Vacation Mart** will offer specially priced Caribbean holidays and indigenous Caribbean products available only during Caribbean Week. Couples will also have the opportunity to purchase that perfect getaway at the Caribbean Romance Pavilion which will be part of the Vacation Mart. Professional retail travel agents will close the sales in an environment that evokes the colours and energy of the Caribbean. The **One Caribbean Vacation Marketplace** takes place on Wednesday 5 June from 5:00 pm to 10:00 pm at the New Yorker Hotel on 8th Avenue, New York.

Another thrilling event on the programme is the **Gospel Celebration** which takes place on Saturday 1 June from 6:00 pm to 9:00 pm in Brooklyn. The programme will feature inspirational messages interspersed with gospel, dance and other performances by talented and accomplished Caribbean artistes. A number of well-known gospel performers, including Wendy Mitchell and Hopeton Lewis, have already confirmed their participation in this celebration of the region's unity and diversity, by the Caribbean Diaspora and friends of the Caribbean.

Caribbean Week in New York ends with its most exciting signature event, **Rum & Rhythm**, from 6:30 pm to 10:30 pm on Friday 7 June at the Tribeca 360 on 10 Desbrosses Street in New York. There, rum and food lovers will sample top-shelf, award-winning Caribbean rums and enjoy traditional Caribbean cuisine and rum-infused delicacies prepared by celebrity chefs from the Dutch, English, French and Spanish Caribbean. They'll also mix and mingle with celebrated Caribbean entertainers, rum aficionado and renowned Caribbean personalities at the quintessential Caribbean experience.

Other rousing activities on the Caribbean Week in New York calendar include the fascinating **Students' Colloquium** at which Caribbean students studying at the tertiary level present sustainable tourism projects that are practical and can provide a sustainable source of income for Caribbean nationals; the **Caribbean Diaspora Forum**, developed in collaboration with the Caribbean American Chamber of Commerce and Industry; **Caribbean Media Marketplace** where CTO member governments and private sector exhibitors interact with leading journalists from trade and consumer press; the Media Awards Luncheon where the Organization honors journalists for their award winning features on the Caribbean; and the **Caribbean Marketing Conference & Awards Luncheon** - organized by the CTO Allied members, where the latest cutting edge marketing trends are presented and people who have made significant contributions to the region's tourism development are recognised.

Caribbean Week in New York is supported by the Association of Travel Marketing Executives (ATME), Belize, Caribbean American Chamber of Commerce and Industry (CACCI), the Empire State Building, Jamaica and the United States Virgin Islands. For the complete list of activities for Caribbean Week in New York and for information on how to participate, visit www.caribbeanweekny.com or call the Caribbean Tourism Organization's New York office at (212) 635-9530.

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**TOURS TO EXOTIC AND HISTORIC SITES IN TRINIDAD & TOBAGO
AWAIT DELEGATES TO CTO SUSTAINABLE TOURISM CONFERENCE**

-- A full day of Study Tours on Wednesday 17 April has been planned for the conference which runs from 15-18 April at the Hyatt Regency in Port of Spain --

BRIDGETOWN, Barbados (1 March, 2013) – Delegates attending the 14th Annual Caribbean Tourism Organization Sustainable Tourism Conference (STC-14), will get to explore some of Trinidad and Tobago's most exotic and historic sites as part of the conference experience.

A full day of exhilarating study tours has been planned to reveal the diversity of the host country and the various sustainability models being employed there. The Study Tours are among the most sought after aspects of the STC programme with delegates consistently rating them as the most rewarding sessions. Approximately 95 per cent of delegates who attended STC-13 in Guyana last year rated the Study Tours as excellent or good, with 78 per cent saying they were excellent.

"These Study Tours provide an opportunity for delegates to experience firsthand some of the very issues that we discuss during the plenary sessions and workshops, and are a powerful learning tool," said Gail Henry, CTO's sustainable tourism product specialist. "In addition, they take delegates away from the confines of the walls of the conference site to see community tourism from a very practical perspective."

A number of options are available to delegates attending STC-14. These include the Grande Riviere - one of the villages that make up the Turtle Village Trust (TVT) which comprises communities that have come together to conserve turtles; Salybia Beach where delegates can hike to the Matura Waterfall and plunge into a pool of pristine mountain water, take the Red Howler Monkey Tour in an ancient Mora-filled forest or go kayaking on the Salybia River; and the Tobago Heritage Park for a lesson in the history of cocoa in Tobago and rum and chocolate tasting sessions. A full list of the Study Tours is available at www.caribbeanstc.com

STC-14 will be held at the Hyatt Regency in Port of Spain from 15 to 18 April 2013. The theme, *Keeping the Right Balance: Enhancing Destination Sustainability through Products, Partnerships, Profitability*.

As a third-time STC host, Trinidad and Tobago is again eager to showcase its many wonders. The government has identified tourism as one of the key pillars to lead the diversification effort in its energy fuelled economy. The growth of the tourism sector there is being guided by the principles of sustainable tourism where there is a balance between the use of environmental resources and the cultural and socio-economic benefits derived by host communities.

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**MULTIPLE AWARD WINNER TO PRESENT AT CTO SUSTAINABLE
TOURISM CONFERENCE IN TRINIDAD & TOBAGO**

~ Owner and managing director of Bucuti and Tara Resorts in Aruba, Ewald Biemans, to share the secrets to his success and profitability ~

BRIDGETOWN, Barbados (11 March 2013) – Multiple award winning hotelier Ewald Biemans, whose properties enjoy average occupancies of over 90 per cent, will share his innovative and profitable environmental approaches with delegates attending the region's premier sustainable tourism conference in Trinidad & Tobago next month.

Mr. Biemans, the owner and managing director of Bucuti and Tara Resorts in Aruba, is an innovator in environmental practices and his success in achieving profitability through sustainable means has earned both him and his properties global recognition.

In his presentation at the 14th Sustainable Tourism Conference (STC-14), the successful hotelier will outline a complete environmental roadmap for hotels and destination organizations to follow in order to be profitable while being sustainable. He will also offer suggestions for government entities to implement in terms of environmental conservation at tourism level in terms of planning and construction of green buildings.

"There is clear evidence that Mr. Biemans' environmental practices are practical and successful. We see this evidence in the many awards he and his properties have won and in the fact that both his properties enjoy extremely high occupancies throughout the year," said Gail Henry, the sustainable tourism specialist at the Caribbean Tourism Organization (CTO). The CTO is organizing the conference in collaboration with the government of Trinidad & Tobago, through the ministry of tourism.

"We are extremely pleased that Mr. Biemans has agreed to share the secrets of his success with our delegates and I'm certain they will gain a lot from his presentation," Ms. Henry added.

Among Mr. Biemans' many awards are the International Hotel & Restaurant Association Environmental Award (worldwide) for "Innovation in Environmental Best Practice" at the annual congress in Istanbul, Turkey; the Caribbean Hotel Association – now the Caribbean Hotel and Tourism Association - award for Environmental Stewardship and the Green Globe Commendation award for environmental stewardship.

As a local pioneer in eco-friendly practices, Mr. Biemans led Bucuti into becoming the first hotel in the Americas to achieve the highly coveted ISO 14001 environmental certification in 2003 and has repeated the honour during the gruelling audit every year since. Recently a third Certification was added to the portfolio – Travelife ! Biemans is currently working on LEED Certification for his two properties. Green Globe certification has been achieved for the last 14 years.

STC-14 brings together, tourism professionals, academics, researchers, policy-makers, consultants, government officials, hoteliers, students and everyone involved in tourism for three days of solid and relevant discussions and study tours on improving the region's tourism product and achieving profitability through partnerships.

Themed, **"Keeping the Right Balance: Enhancing Destination Sustainability Through Products, Partnerships and Profitability,"** the conference will explore ways the Caribbean can enhance destination sustainability and competitiveness in the current global environment by examining a number of critical issues.

STC-14 will be held from 15-18 April 2013 at the Hyatt Regency in Port of Spain, Trinidad & Tobago. Further details, including how to register, are available at www.caribbeanstc.com.

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**GRANDSON OF PUNTA CANA RESORT FOUNDER TO BE FEATURE
SPEAKER AT CTO SUSTAINABLE TOURISM CONFERENCE**

*-- Jake Kheel, grandson of late famous American labour mediator & environmentalist, Ted Kheel, to
inspire hopeful vision of what tourism should aspire to be --*

BRIDGETOWN, Barbados (19 March, 2013) – The grandson of one of the lead developers of the world famous Punta Cana Resort and Club in the Dominican Republic, will be the feature speaker at the Caribbean Tourism Organization (CTO)'s 14th Annual Caribbean Sustainable Tourism Conference (STC-14) in Trinidad & Tobago from 15-18 April, 2013.

Jake Kheel, the environmental director at Punta Cana Resort - one of the most successful development companies in the Dominican Republic with a distinguished history in sustainable development - will inspire a hopeful vision of what tourism should aspire to be in a presentation on how businesses can enhance the sustainability of a destination.

He will present specific examples of solutions that the company has developed in response to some of the tourism industry's greatest social and environmental challenges. He stressed that his focus will be on what the sector should aspire to be, rather than on what it shouldn't be.

"The two attractions that draw visitors to the Caribbean are our unique natural and human resources. For Puntacana Resort & Club, sustainable development achieves a balance between economic growth and environmental protection, while promoting community inclusion and a celebration of local culture. We are pleased to participate in the Caribbean Conference on

Sustainable Tourism Development to help uncover the solutions that lead to a more sustainable future,” Mr. Kheel said of his presentation.

Mr. Kheel is also the executive director of the not-for-profit Puntacana Ecological Foundation, which has been implementing innovative solutions to numerous social and environmental issues in the Punta Cana region for over 15 years. These include the largest recycling operation in the Dominican Republic, conservation of endangered species, and coral reef restoration and marine management.

Puntacana Resort & Club has received numerous international awards, including the prestigious World Tourism and Travel Council “Tourism for Tomorrow” award for Destination Stewardship, the Conde Nast Traveler “World Saver’s Award” and the “Global Vision” award from Travel & Leisure magazine.

Jake Kheel is the grandson of the late Ted Kheel, a famous American attorney and labour mediator who played a key role in resolving thousands of labour disputes between managements and unions in the US from the mid-1950s to the 1980s. He was one of the lead developers of the Puntacana Resort & Club, and together with Dominican entrepreneur Frank R. Rainieri, created the resort community that respects the natural habitat while providing visitors with a world-class vacation experience. Ted Kheel also founded Nurture Nature Foundation (NNF) to help resolve the intensifying conflict between the indispensable goals of environmental protection and economic development.

“When Puntacana Resort & Club began in the Dominican Republic over 40 years ago, the concept of ‘sustainable development’ didn’t yet exist. The resort founders based all of their important decisions on common sense, their limited financial resources, and a deep respect for the country, its people, and its incredible natural resources. However, this philosophy has unintentionally become the guiding ethos of Puntacana Resort & Club, allowing it to develop into one of the most successful companies in the Dominican Republic and a leader in what is now known as sustainable development,” Jake Kheel said.

STC-14 will be held at the Hyatt Regency in Port of Spain from 15 to 18 April 2013. The theme is, *Keeping the Right Balance: Enhancing Destination Sustainability through Products, Partnerships, Profitability.*

As a third-time STC host, Trinidad and Tobago is again eager to showcase its many wonders. The government has identified tourism as one of the key pillars to lead the diversification effort in its energy fuelled economy. The growth of the tourism sector there is

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**RECORD NUMBER OF ENTRIES FOR CTO/TRAVELMOLE
SUSTAINABLE TOURISM AWARDS**

~ Winners to be announced on 18 April at Sustainable Tourism Conference in Trinidad & Tobago ~

BRIDGETOWN, Barbados (25 March 2013) - The Caribbean Tourism Organization (CTO) has received a record number of entries for its sustainable tourism awards programme which it organizes in collaboration with TravelMole, the online community for the travel and tourism industry. And, for the first time, awards will be given in each of the categories.

Nearly thirty projects and programmes were submitted from ten CTO member countries spanning all four language groups. The countries included Aruba, Barbados, the Bahamas, Cayman Islands, Grenada, Guadeloupe, Guyana, Jamaica, Puerto Rico and St. Vincent & the Grenadines.

The winners will be announced and awards presented at a special luncheon on 18 April at the 14th annual CTO Sustainable Tourism Conference (STC-14) at the Hyatt Regency Hotel in Port of Spain, Trinidad & Tobago. The conference runs from 15-18 April.

Among the awards to be presented is the inaugural Destination Stewardship Award which will go to a member destination that is making solid strides towards sustainable tourism management at the destination level through a number of integrated initiatives and programmes. In addition, the CTO will present the Sustainable Accommodation Award, Community Benefit Award, Heritage Protection Award and Biodiversity Conservation Award, as well as the marquis Caribbean Excellence in Sustainable Tourism Award.

"We are really pleased with the enthusiasm that both our member countries and our partners are showing for this award programme, evidenced by the fact that we received a record 29 entries this year," said Gail Henry, the CTO's sustainable tourism product specialist.

"Many of the submissions are extremely strong and compelling, an encouraging sign that the Caribbean tourism sector is placing increasing attention on sustainability," she added.

The submissions are being judged by an esteemed panel of tourism specialists - Ena Harvey, the hemispheric specialist for agro tourism at the Inter-American Institute for Cooperation on Agriculture (IICA); Seleni Matus, the senior advisor on destinations at Sustainable Travel International and Ms. Henry.

In 2012, Guyana won the Caribbean Excellence in Sustainable Tourism Award, the Community Benefit Award and the Biodiversity Conservation Award. Accra Beach Hotel & Spa in Barbados walked away with the Sustainable Accommodation Award and Dominica's Kalinago Barana Aute copped the Heritage Protection award.

The CTO-TravelMole annual Sustainable Tourism Awards are aimed at identifying and showcasing sustainable tourism good practices in the Caribbean. The awards recognize individuals, groups, organizations or companies in any of the CTO member countries which have developed unique and attractive tourism products or are engaged in implementing sustainable tourism-related initiatives which embrace sustainable tourism concepts and core values.

Themed, *Keeping the Right Balance: Enhancing Destination Sustainability through Products, Partnerships, Profitability*, STC-14 will feature focused panel discussions, special presentations and interactive workshops to create opportunities for delegates to interact with leading local, regional and international experts and tourism practitioners. There's also a full day of exhilarating study tours to reveal the diversity of Trinidad & Tobago and the various sustainability models being employed. Also not to be missed are the Stakeholder Speak Out and youth-focused sessions which add to the rich sustainable tourism discourse.

As a third-time STC host, Trinidad & Tobago is again eager to showcase its many wonders. The government has identified tourism as one of the key pillars to lead the diversification effort in its energy fuelled economy. The growth of the tourism sector there is being guided by the principles of sustainable tourism where there is a balance between the use of environmental resources and the cultural and socio-economic benefits derived by host communities.

For more information on STC-14, visit www.caribbeanstc.com.

About the Caribbean Tourism Organization

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**CELEBRITY EVENT DESIGNER AND TV PERSONALITY
SAMANTHA GOLDBERG TO SERVE ON CTO FOUNDATION BOARD**

BRIDGETOWN, Barbados (9 April 2013) - The highly sought after celebrity event designer and television personality, Samantha Goldberg, is to put some of her expertise towards assisting Caribbean nationals pursuing further studies in tourism related subjects.

The famous "party planner to the stars" has agreed to serve on the board of directors of the CTO Foundation, the scholarship programme established by the Caribbean Tourism Organization (CTO) in 1997 to support persons interested in pursuing tourism/hospitality and language training, who demonstrate high levels of academic achievement and leadership, and who express a strong interest in making a contribution to Caribbean tourism.

Ms. Goldberg, who is currently in her 10th season with The Style Network's hit series "Whose Wedding Is It Anyway?" airing in over 180 countries, and who features regularly as an expert analyst and trend setter on various television networks in the United States, plans to use her celebrity status to help raise funds for the Foundation. She also hosts a new lifestyle adventure talk show, "Getting Sassy with Samantha Goldberg," featuring national stylists, top entrepreneurs, acclaimed chefs among others.

"I am very excited to be a part of such a wonderful programme and panel. I look forward to assisting with fundraising and other areas. I cannot wait to get started and I am grateful that you have allowed me to partake in this wonderful cause while also increasing the tourism standards and promotion of destination affairs and weddings," said the award winning Goldberg,

who has partnered with some of the largest chains and fortune 100 to 500 companies as their celebrity lifestyle expert and brand ambassador.

"I believe education is crucial. This is quite an honour and I truly look forward to making the Caribbean an amazing experience for people all over the world," she added.

The other members of the CTO Foundation board of directors are the chairman, Jacqueline Johnson of MarryCaribbean.com; Sylma Brown Bramble and Bonita Morgan of the CTO; Barry Brown of Afar Magazine; Barbara Gillam of Barbara Gillam Public Relations; Neil Kolton of Interval International; Richard Kahn of Kahn Travel Communications; Elga A. Sharpe, Chief of Protocol, City of Los Angeles; Lisa Weier of Condé Nast Traveler; Jonathan Villani of Travel + Leisure Magazine; Professor Gordon Shirley of the University of the West Indies and Michele Paige of the Florida Caribbean Cruise Association.

More than 190 Caribbean nationals have benefitted from the CTO scholarship and grants programme to the tune of over US\$760,000 since the CTO Foundation was founded in 1997. The Foundation has also secured over US\$250,000 in scholarship funds from Monroe College to assist Caribbean students pursuing further education in tourism -related subjects.

The CTO Foundation, set up in 1997, is registered in New York State as a Not-for-Profit Corporation, formed exclusively for charitable and educational purposes. Its main aim is to provide scholarships and study grants to students and industry personnel who are Caribbean nationals, from CTO-member countries, who wish to pursue studies in the areas of tourism/hospitality and language training. CTO Foundation sponsors include American Express, American Airlines, Interval International, Universal Media, the CTO chapters worldwide and numerous CTO allied members.

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**SUSTAINABLE TOURISM RESEARCHER TO PRESENT EVIDENCE AT STC-14
THAT RESPONSIBLE TOURISM MAKES ECONOMIC SENSE**

~Dr. Martha Honey of Center for Responsible Travel to present "The Case for Responsible Travel: Trends and Statistics" during plenary session on Thursday 18 April ~

BRIDGETOWN, Barbados (9 April 2013) - There is an abundance of evidence demonstrating that a growing number of travellers are paying heed to destinations that practice environmental management, biodiversity conservation, historic restoration and cultural preservation, one of world's leading sustainable travel watchdogs will tell delegates attending the 14th annual Sustainable Tourism Conference (STC-14) in Trinidad and Tobago next week.

Dr. Martha Honey, the co-founder of the non-profit research institute, the Center for Responsible Travel (CREST), will look at a range of consumer surveys and tourism studies carried out over the last five years and what they have discovered about responsible travel. In her presentation, **"The Case for Responsible Travel: Trends and Statistics,"** Dr. Honey will present research to support her thesis that as international tourism arrivals continue to grow, so, too, has the interest in socially and environmentally responsible travel. She will also argue that it makes economic sense to engage in responsible tourism practices.

"CREST's latest analysis of tourism trends, released in January 2013, finds an increasing recognition among both travel professionals and consumers of the importance of responsible travel, as well as strong evidence that responsible travel is good for the economic bottom line. Over the last decade, CREST has periodically conducted similar analyses of tourism trends and statistics. Never before has there been such an abundance of evidence demonstrating that socially and environmentally responsible travel has now entered the mainstream. It crosses age and

income groups, different types of tourism, and destinations around the globe,” Dr. Honey, who is also the CREST co-director, said ahead of the conference.

Dr. Honey will present at a session entitled, **“Rethinking Destination Development, Branding and Marketing for the Responsible Traveller.”** This session is scheduled for 8:30 - 10:00 A.M. on Thursday morning, 18 April.

Also down to present at the session is Kristin Dahl of Travel Oregon. Ms. Dahl will highlight statewide initiatives designed to enhance, develop and promote destinations within a framework of sustainability. She will touch on Oregon’s statewide Travel Philanthropy Fund, the Sustainable Business Challenge, a destination-based training and development programme called the Rural Tourism Studio, and initiatives designed to foster the growth of cycling tourism and active transportation. Ms. Dahl will also address what it means to be a leader in sustainable development in North America, how tourism organizations can assist developing communities, and how developing in a sustainable manner fosters a positive brand image with visitors.

“I am honoured and delighted to join the STC-14 to learn from my colleagues and share about the initiatives we’ve been undertaking in Oregon to enhance our destination, stimulate community vitality through sustainable tourism, and create a positive brand image,” she said.

This session will examine the trends regarding responsible travel and how Caribbean destinations can enhance their product development, branding and destination marketing strategies to attract responsible travellers

Themed, **“Keeping the Right Balance: Enhancing Destination Sustainability Through Products, Partnerships and Profitability,”** the conference will explore ways the Caribbean can enhance destination sustainability and competitiveness in the current global environment by examining a number of critical issues.

It is being organized by the Caribbean Tourism Organization in collaboration with the Trinidad and Tobago Ministry of Tourism.

For more information on STC-14, including how to participate, visit www.caribbeanstc.com.

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**TURKS AND CAICOS ISLANDS PREMIER LEADS DELEGATION TO REGION'S
PREMIER SUSTAINABLE TOURISM CONFERENCE**

*~Premier Dr. Rufus Ewing will present on how small developing states can advance
destination sustainability during economic downturn ~*

BRIDGETOWN, Barbados (10 April 2013) - The Premier of the Turks and Caicos Islands (TCI), Dr. Rufus Ewing will lead a three member delegation to the Caribbean Tourism Organization (CTO)'s 14th annual Sustainable Tourism Conference (STC-14), which opens in the Trinidad and Tobago capital, Port of Spain, next week.

This will be Dr. Ewing's first CTO event since he was elected Premier last November, and since he took the tourism portfolio late last month as part of a cabinet reshuffle.

In addition to attending the various sessions, the TCI Premier will make a presentation on how the Turks and Caicos Islands and small developing states can continue to advance destination sustainability in the context of the ongoing economic downturn and with limited resources.

"Rest assured that the Turks and Caicos Islands has a great presentation to make in this regard based on our experiences over the past five years," Dr. Ewing said. The TCI hosted the 10th Sustainable Tourism Conference (STC-10) in 2008 and, at STC-11 in 2010, reported progress in a number of important areas.

Dr. Ewing will be joined by the head of the secretariat in the Office of the Premier, Ronlee James and Brian Been, the senior product development officer at the Turks & Caicos Islands Tourist Board. Mr. Been is the deputy chairman of the CTO's Sustainable Tourism Technical Committee.

STC-14 begins with an official opening ceremony which is scheduled to start at 6:45 P.M. on Monday 15 April at the Hyatt Regency in Port of Spain. Prime Minister Kamla Persaud Bissessar is scheduled to address the opening, with Carlos Vogeler, the World Tourism Organization (UNWTO)'s point man in the Americas, down to deliver the keynote address.

Themed, **"Keeping the Right Balance: Enhancing Destination Sustainability Through Products, Partnerships and Profitability,"** the conference will explore ways the Caribbean can enhance destination sustainability and competitiveness in the current global environment by examining a number of critical issues.

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CTO LAUNCHES TOTAL VISITOR SATISFACTION™ LOGO CONTEST

~ Legal residents of CTO member countries get opportunity to influence visual identity of programme. Winner gets tickets for two to Caribbean destination and US\$1000 cash ~

BRIDGETOWN, Barbados – (12 April 2013) – Caribbean residents are being presented with an opportunity to frame the look and feel of one of the most exciting and important initiatives undertaken by the Caribbean Tourism Organization (CTO).

The CTO, the international agency leading sustainable tourism development in the Caribbean, launches a logo competition on Monday 15 April to enable its entire membership to participate in the CTO's pursuit of an elegant visual identity for its Total Visitor Satisfaction (TVS™) programme. TVS™ measures visitors' satisfaction in seven core areas - accommodation, immigration & customs, restaurants, sites and attractions, shopping, safety & security and transportation & infrastructure, as well as total visitor satisfaction with the destination. The CTO is preparing to launch the programme at Caribbean Week in New York in June.

"Given the uniqueness of the TVS™ programme in the tourism industry, the CTO has decided to develop a TVS™ logo for advertising and branding purposes. As such we are providing our entire membership the opportunity to offer input into the design of this logo," said Hugh Riley, the CTO's secretary general and CEO.

The **CTO TVS™ Logo Design Competition** is open to all legal residents of CTO member-countries. The logo should represent the region's shared goal of improving visitors' satisfaction, with all Caribbean destinations encompassing the building of a reputation for

service excellence. The contest runs from 15 April and ends on 15 May. The winner will receive a roundtrip ticket for two to a select Caribbean destination and US\$1000 in cash.

For entry requirements and rules and regulations, as well as further information on the TVS™ programme, and for the list of CTO member countries, please visit www.onecaribbean.org/programs/tvslogos.

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**CTO UNLEASHES CREATIVITY OF YOUTH WITH "ADVERTISE
THE CARIBBEAN" CONTEST**

*~ Youth in Greater Toronto Area invited to participate in contest for best Caribbean poster advertisement
as part of programme for Caribbean Week in Toronto ~*

NEW YORK, NY (15 May, 2013) – The Caribbean Tourism Organization (CTO) is set to unleash the creativity of youth on Toronto during Caribbean Week in Canada which runs from 26-28 June, 2013. The CTO has announced an "Advertise the Caribbean" contest targeting youth up to the age of 21 from the Greater Toronto Area (GTA).

The "Advertise the Caribbean" contest challenges youth to create an original poster advertisement for any of the over 30 CTO member countries. It is open to students in the GTA in three categories: Junior Category (ages 12 or under); Middle Category (ages 13-18); and Senior Category (ages 19-21).

"We believe that the youth are quite ingenious and creative and this contest allows them the opportunity to unleash their creativity by generating some of the most compelling reasons for Canadians to visit the Caribbean," said Sylma Brown, the director of CTO-USA Inc, the CTO's New York office which organizes Caribbean Week in Canada.

The contest is organized by young Caribbean Diaspora professionals in Toronto, spearheaded by Sheldon 'Solitair' Pitt, a multitalented, two-time Juno Award nominated Canadian producer and artist. Pitt, who is of Grenadian descent, also mentors youth who are interested in the arts, through music workshops and public speaking.

The best advertisements will be revealed at the CTO Diaspora Forum in Toronto on 26 June. The winner receives tickets for two to a Caribbean destination.

Caribbean Week in Toronto is a celebration of the sights, sounds, colours, culture and unique holiday attributes of the Caribbean. Tourism officials, the media, artistes, performers, celebrity chefs, sponsors, strategic partners and youth of the Caribbean Diaspora will participate in Caribbean Week activities on 26 and 27 June. The programme includes events for the travel industry, a workshop for National Tourist Office representatives, the Diaspora Forum and Media Marketplace at which leading travel journalists from the GTA interact with representatives from CTO member countries.

For "Advertise The Caribbean" contest rules, as well as the full Caribbean Week in Toronto programme and how to participate, please visit www.caribbeanweekcanada.com or call the Caribbean Tourism Organization's New York office at (212) 635-9530..

Caribbean Week in Toronto is supported by the Anguilla Tourist Board, the Atrebor Group (representing Jolly Beach Resort and Graycliff Hotel), the Islands of The Bahamas, Bermuda Department of Tourism, British Virgin Islands, Cuba Tourist Board, Jamaica Tourist Board, St. Kitts Tourism Authority and Trinidad & Tobago Tourism Development Company.

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**US TELEVISION AND FILM STAR TAMARA TUNIE PARTNERS WITH
CARIBBEAN TOURISM ORGANIZATION FOR
CARIBBEAN WEEK IN NEW YORK**

*~ The star of Law & Order: Special Victims Unit and Flight to be spokesperson for the week of activities
organized by the CTO New York office ~*



NEW YORK, NY (15 May, 2013) – Leading television and film star, Tamara Tunie has partnered with the Caribbean Tourism Organization (CTO) as the celebrity spokesperson for the CTO's 40th celebration of Caribbean Week in New York.

Perhaps best known as the "Medical Examiner, Melinda Warner" on NBC's long-running top-rated series, **Law & Order: Special Victims Unit**, and more recently in Paramount's Oscar nominated, **Flight**, with co-star Denzel Washington, Ms. Tunie will engage the media in America's most populous city as the official spokesperson for the 1-8 June event.

"I am thrilled to work with the Caribbean Tourism Organization taking the Caribbean's wonderful message across New York during this exciting week of celebration of the region's vibrancy and diversity," Ms Tunie said.

Her partnership was secured through the efforts of Marie Walker, the chief executive officer and president of the CTO New York affiliate, Turnstyle Marketing, working with the head of the CTO New York office, Sylma Brown.

"We are confident that the events surrounding Caribbean Week in New York will receive a significant spike from both the consumer and the trade as a result of Mr. Tunie's efforts," stated Ms. Walker.

"Ms. Tunie will not only create media waves in New York, but she will also attend a select number of the events to include the Caribbean One-Day Bonanza Sale and Rum and Rhythm," added Ms. Brown.

Ms. Tunie recently guest starred on **The Good Wife** and **Fall to Rise**, produced by Spirit Award nominee, Gil Holland. Her other memorable television roles include the longstanding character Jessica Griffin on the CBS Daytime Drama, **As The World Turns**, for which she received two NAACP Image Award nominations and two Soap Opera Digest award nominations. She also appeared in the highly visible role of the villainous Alberta Green in first season of the hit series, **24**, as well as guest appearances on **Law and Order**, **Sex and the City**, and **NYPD Blue**.

In film, she has worked with some of the most respected directors of the screen, including Taylor Hackford, Brian De Palma, Mimi Leder, Harold Becker and Oliver Stone. Ms. Tunie also appeared alongside the legendary Al Pacino as the possessed wife of a partner in his law firm in the hit film "The Devil's Advocate," and as his press secretary in "City Hall." She also worked with famed director Kasi Lemmons and Samuel L. Jackson on both "Eve's Bayou" and "The Caveman's Valentine," for which she was nominated for an Independent Spirit Award.

Among the rousing activities on the Caribbean Week in New York calendar is the **OneCaribbean Vacation Mart and Romance Pavilion/Bonanza Sale** where specially priced Caribbean holidays will available along with that perfect Bahamian getaway at the Caribbean Romance Pavilion which will be part of the Vacation Mart. The One Caribbean Vacation Marketplace takes place on Wednesday 5 June from 5:00 pm to 10:00 pm at the New Yorker Hotel on 8th Avenue, New York. The Week also features the fascinating **Students' Colloquium** at which Caribbean students studying at the tertiary level present sustainable tourism projects that are practical and can provide a sustainable source of income for Caribbean nationals; the **Caribbean Diaspora Forum**, developed in collaboration with the Caribbean American Chamber of Commerce and Industry; **Caribbean Media Marketplace** where CTO member governments and private sector exhibitors interact with leading journalists from trade and consumer press; the Media Awards Luncheon where the Organization honors journalists for their award winning features on the Caribbean; and the **Caribbean Marketing Conference &**

Awards Luncheon - organized by the CTO Allied members, where the latest cutting edge marketing trends are presented and people who have made significant contributions to the region's tourism development are recognised.

Caribbean Week in New York is supported by the Association of Travel Marketing Executives (ATME), the Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Caribbean American Chamber of Commerce and Industry (CACCI), Cayman Islands, Dominica, the Empire State Building, Face of Fashion, Grenada, Guadeloupe, Haiti, Hardbeat Communications, Jamaica, Jewel Resorts, Martinique, Puerto Rico, St Eustatius, St. Kitts & Nevis, St. Lucia, St. Martin/St. Maarten, St. Vincent & the Grenadines, Trinidad & Tobago, Turks & Caicos Islands and the United States Virgin Islands.

"We anticipate even greater participation from the Caribbean and our partners as Ms. Tunie helps elevate our senses for this is a celebration of our region," Ms. Brown said.

For the complete list of activities for Caribbean Week in New York and for information on how to participate, visit www.caribbeanweekny.com or call the Caribbean Tourism Organization's New York office at (212) 635-9530.

About the Caribbean Tourism Organization

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**CARIBBEAN GOSPEL ICONS SET TO LIFT SPIRITS AT OPENING EVENT
OF CARIBBEAN WEEK IN NEW YORK**

*~ A line up of well-known artistes to perform at Brooklyn's Bethesda Healing Center on Saturday 1 June
in a gospel celebration of the Caribbean's unity and diversity ~*

NEW YORK, NY (16 May, 2013) – Some of the Caribbean's top gospel icons are set to lift spirits with joyful noises to launch this year's Caribbean Week in New York.

Nearly a dozen of the most talented and accomplished Caribbean artistes will light up Brooklyn's Bethesda Healing Centre with inspirational messages through song, dance and other performances at the Gospel Celebration.

The event, which takes place from 6:00 P.M. to 9:00 P.M. on Saturday 1 June, will launch Caribbean Week in New York, organized by the Caribbean Tourism Organization (CTO)'s New York office.

"The Gospel Celebration is an excellent way to begin what is for us the most important week on the calendar in New York," says Sylma Brown, who heads the CTO New York office. "As Caribbean nationals, it's part of our culture to begin events with praise and prayer and the Gospel Celebration allows us to maintain this tradition while we celebrate our unity and diversity."

The event's headliner is Trinidad & Tobago's Pastor Wendy Mitchell, described as a rare and exceptional talent with the kind of vocal versatility that only few women of gospel possess. Pastor Mitchell, who states that among her greatest accomplishments was joining the world renowned Byron Lee and the Dragonaires in 1984 as the band's first female vocalist, has performed along with the top calypso and reggae artistes. She now contends that her voice is a vocal instrument used to minister to others and to touch lives.

Also down to perform is Jamaica's Hopeton Lewis, whose 1973 single, **Grooving Out On Life**, turned gold. Lewis was one of the key players in the evolution of Jamaican popular music and is credited with starting the rock steady era with his hit song, **Take It Easy**. But his roots lie in gospel - his talent for singing was discovered at age six when he sang in church - and he has returned to these roots, releasing 13 gospel CDs since 1996.

The Gospel Celebration will also feature **Carol Addison** of Trinidad and Tobago, a versatile gospel singer who has dedicated her life to ministering to others through music; **Reverend Jerry Bowen** of Barbados, a Hopeton Lewis Gospel Award winner who has performed alongside Papa San, CeCe Winnans, Bro. Paul, George Banton and Evangelist Bridget Blucher; **Janice Charles**, a former calypso monarch in her native Grenada, whose compelling, melodious vocals and captivating style, stirs, encourages and lifts spirits as she ministers in calypso, Caribbean contemporary and reggae; **Miriam Drakes** of Saint Lucia, who began singing as a soloist in her church choir at the age of eight; **Eddie Neblet** of Guyana, whose breakthrough hit, **Love N Unity**, is heard over the telephone whenever callers to the Office of the President in his native Guyana are put on hold; **Know Your Culture** of Dominica, a nonprofit professional traditional dance company which blends dance with the beauty and appeal of traditional costumes, into masterpieces for all audiences in the United States to enjoy; **Michael Pugh** of Brooklyn, New York, but of Jamaican ancestry, described as one of the most anointed psalmists on this side of heaven; and **Lafleur Durrant** of St. Vincent & the Grenadines, who, despite being told by doctors in 2000 that she would soon die of colon cancer, is today a cancer survivor and is committed to the ministry of singing. "My trials have become my testimony and my testimony has become my song," Ms. Durant says.

Caribbean Week in New York runs from 1-8 June with a series of consumer and industry related events, including the fascinating **Students' Colloquium** at which Caribbean students studying at the tertiary level present sustainable tourism projects that are practical and can provide a sustainable source of income for Caribbean nationals; the **Caribbean Diaspora Forum**, developed in collaboration with the Caribbean American Chamber of Commerce and Industry; **Caribbean Media Marketplace** where CTO member governments and private sector exhibitors interact with leading journalists from trade and consumer press; the **Media Awards Luncheon** where the organization honours journalists for their award winning features on the Caribbean; the **Avalon Invest Caribbean Now Breakfast**, the annual investment power forum on the Caribbean; and the **Caribbean Marketing Conference & Awards Luncheon** - organized by the CTO Allied members, where the latest cutting edge marketing trends are presented and people who have made significant contributions to the region's tourism development are recognised.

It is supported by the Association of Travel Marketing Executives (ATME), Anguilla, Antigua & Barbuda, the Bahamas, Barbados, Belize, Bermuda, Bonaire, British Virgin Islands, Caribbean American Chamber of Commerce and Industry (CACCI), Cayman Islands, Dominica, the Empire State Building, Face of Fashion, Grenada, Guadeloupe, Haiti, Hardbeat Communications, Jamaica, Jewel Resorts, Martinique, Puerto Rico, St Eustatius, St. Kitts & Nevis, St. Martin/St. Maarten, St. Vincent & the Grenadines; Trinidad & Tobago, Turks & Caicos Islands and the United States Virgin Islands. Association of Travel Marketing Executives (ATME), the Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Caribbean American Chamber of Commerce and Industry (CACCI), Cayman Islands, Dominica, the Empire State Building, Face of Fashion, Grenada, Guadeloupe, Haiti, Hardbeat Communications, Jamaica, Jewel Resorts, Martinique, Puerto Rico, St Eustatius, St. Kitts & Nevis, St. Lucia, St. Martin/St. Maarten, St. Vincent & the Grenadines; Trinidad & Tobago, Turks & Caicos Islands and the United States Virgin Islands. For full bios of the Gospel Celebration performers, the complete list of activities for Caribbean Week in New York and for information on how to participate, visit www.caribbeanweekny.com or call the Caribbean Tourism Organization's New York office at (212) 635-9530.

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**CELEBRITY WEDDING PLANNER TO HELP ADD ROMANCE TO CTO'S
CARIBBEAN WEEK IN NEW YORK**

~ "Whose Wedding is it Anyway?" host Samantha Goldberg to lend star power to Romance Pavilion at One Caribbean Vacation Mart & Auction on Wednesday 5 June at New Yorker Hotel in Manhattan ~

NEW YORK, New York (22 May 2013) - Caribbean romance gets celebrity status during one of the most sensational events being organized by the Caribbean Tourism Organization (CTO) as part of Caribbean Week in New York.

The celebrity wedding planner and television personality, Samantha Goldberg, will lend star power to the Romance Pavilion at the One Caribbean Vacation Mart on Wednesday 5 June 2013, at the New Yorker Hotel in Manhattan.

Ms. Goldberg, the host of the television hit series "Whose Wedding Is It Anyway?" which airs in the US on the Style Network, and in over 180 countries, will share wedding and honeymooning tips with engaged couples.

The Romance Pavilion is being organized to make it easy for engaged couples or those seeking romance in the warmth and hospitality of the Caribbean, to select or design their perfect Caribbean wedding or honeymoon. It is coordinated by Jacqueline Johnson, the president and chief executive officer of the award winning website, www.MarryCaribbean.com – voted by the prestigious Shanghai Travelers Club as the best wedding agency in the world. She is working in collaboration with the CTO's New York office in the promotion of the Caribbean tourism romance industry in the lucrative North American wedding & honeymoon markets.

"Today's consumers are empowered, travel savvy and know more about their travel options than ever before. Bringing the best of the Caribbean to them is just one of the ways to help them make informed choices about one of the most important events in their lives," said Ms. Johnson.

Engaged couples visiting the Romance Pavilion will get an opportunity to win several prizes, the grandest of which is a honeymoon getaway to the **Islands of the Bahamas**, the Pavilion's title sponsors. In addition to meeting Ms. Goldberg, visitors to the Pavilion will also meet Brenda O'Neale of **With This Ring Destination Wedding** travel agency and Joyce Gill-Pannone of www.1800MyFavors.com and www.1888MyTuxes.com.

The Romance Pavilion, which is supported by Islands of The Bahamas, British Virgin Islands, Jamaica, Puerto Rico, St. Kitts and St. Vincent and the Grenadines, will take place on Wednesday 5 June from 5:00 pm to 10:00 pm at the New Yorker Hotel on 8th Avenue (34th Street) in Manhattan during the **OneCaribbean Vacation Mart and Auction**.

The Vacation Mart is a **One Day Bonanza** at which Caribbean vacations will be available at special prices. Professional retail travel agents will close the sales in an environment that evokes the colours and energy of the Caribbean.

This event will get a further lift by the presence of the Caribbean Week official spokesman, Tamara Tunie of **Law & Order: Special Victims Unit** and **As the World Turns** fame.

Caribbean Week in New York runs from 1-8 June with a series of consumer and travel related events. For a list of events and information on how to participate, please visit www.caribbeanweekny.com or call the CTO's New York office at (212) 635-9530

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Note to Editors:

The following have confirmed their participation in the One Day Bonanza:

Destinations:

The Islands Of The Bahamas, Barbados, Belize, British Virgin Islands, Grenada, Jamaica, Puerto Rico, St. Martin/St. Maarten, Tobago, St. Vincent and the Grenadines and Turks & Caicos Islands.

Hotels: Jewel Resorts and Treasure Beach Hotel of Barbados.

Travel Agents: RoseMarie Spatafore, E-Z Travel; Penny Sheldon, Penny Sheldon Travel; Kimber Leivi, The Travel Collaborative; Mike Kubiak, Blue Iguana Travel; Doug Kostowski, Travel People; and Patrice Stafford, Where 2 Now Travel.

Caribbean Week in New York is supported by American Express, Anguilla, Antigua & Barbuda, Association of Travel Marketing Executives (ATME), the Atrebor Group, the Bahamas, Barbados, Belize, Bermuda, Bonaire, British Virgin Islands, Butterfly By Design, Caribbean American Chamber of Commerce and Industry (CACCI), Cayman Islands, Caribbean Airlines, Cititech Solutions, David Williams Funeral Service, Dominica, El Dorado, the Empire State Building, Face of Fashion, Food & Wine, Grenada, Guadeloupe, Haiti, Hardbeat Communications, Hyatt Resorts – Caribbean, Jamaica, Jewel Resorts, Laura Davidson Public Relations, Martinique, Nassau, Paradise Island, Puerto Rico, Quinn & Company, Sandals Resorts International, St Eustatius, St. Kitts & Nevis, St. Martin/St. Maarten, St. Vincent & the Grenadines, Travel + Leisure, Trinidad & Tobago, Turks & Caicos Islands and the United States Virgin Islands.

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**SUSTAINABLE TOURISM YOUTH PROGRAMME ATTRACTS NEW
INTEREST**

*~ Two universities to participate for the first time in Caribbean Tourism Organization's Students'
Colloquium during Caribbean Week in New York ~*

NEW YORK, NY (24 May, 2013) – The Caribbean Tourism Organization (CTO)'s sustainable tourism youth programme is attracting the attention of a growing number of Caribbean post-secondary schools.

Two regional tertiary institutions - the College of the Bahamas (COB) and University of the West Indies-Mona Campus are first time participants in the CTO's Students' Colloquium which forms part of the programme for Caribbean Week in New York. They, along with five other universities, will seek to dethrone the reigning champions, Monroe College.

The colloquium – now in its third year - is a contest among the students who are challenged to present well-researched, practical and financially viable sustainable tourism projects. Dubbed **"A Forum for Rising Stars in Caribbean Tourism,"** it attracts students enrolled in tourism and hospitality programmes, as well as other university/college majors, who have a passion for the Caribbean and are desirous of making a contribution to the region's development in a sustainable way.

A record eight schools will participate in this year's contest, three more than last year and two higher than the six which took part in the inaugural contest in 2011. The other participating institutions are the Turks and Caicos Islands Community College, the Trinidad & Tobago Hospitality and Tourism Institute; University of New Haven (winners of the inaugural contest),

the University of Technology Jamaica and the University of the West Indies Centre for Hotel & Tourism Management in the Bahamas.

"It's a brand new year, the TCI Community College tourism team is excited, eager and ready for friendly rivalry, camaraderie and prospective future partnerships with our counterparts in this year's CTO student colloquium. Let the challenge begin!" said Michelle Hosten, lecturer at the TCI Community College.

The competitors will receive words of encouragement from Earlston McPhee, the director of sustainable tourism at Bahamas Ministry of Tourism. Mr. McPhee will stress the need for the students, particularly those who intend to work towards the development of Caribbean tourism, to believe in themselves, the Caribbean tourism product and the region's ability to compete at a high level among the world's best destinations.

The Students' Colloquium takes place on Wednesday 4 June from 1:30 P.M to 4:00 P.M. at the New Yorker Hotel, 481 8th Avenue, New York. The winners will receive four iPads from Cititech Solutions, a technology company which provides technological support for small, medium-sized and large businesses. Cititech is a CTO Allied member. The second place gets four Kindle Fires from David Williams Funeral Service, a family -owned funeral home; while the school placing third receives four iPod Touches courtesy Butterfly By Design, a premier experiential event planning and design boutique.

Caribbean Week in New York, a celebration of the sights, sounds and vacation attributes of the Caribbean, takes place from 1 to 8 June with a series of consumer and travel industry events. The television and film star, Tamara Tunie, is partnering with CTO for the Week. Perhaps best known as the "Medical Examiner, Melinda Warner" on NBC's long-running top-rated series, **Law & Order: Special Victims Unit**, and more recently in Paramount's Oscar nominated, **Flight**, with co-star Denzel Washington, Ms. Tunie will engage the media in America's most populous city as the official spokesperson for the event.

For the complete list of activities for Caribbean Week in New York and for information on how to participate, visit www.caribbeanweekny.com or call the Caribbean Tourism Organization's New York office at (212) 635-9530.

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Airlines, Cititech Solutions, Departures, David Williams Funeral Service, Dominica, El Dorado, the Empire State Building, Face of Fashion, Food & Wine, Grenada, Guadeloupe, Haiti, Hardbeat Communications, Hyatt Resorts – Caribbean, Jamaica, Jewel Resorts, Laura Davidson Public Relations, MarryCaribbean.com, Martinique, Nassau, Paradise Island, Puerto Rico, Quinn & Company, Sandals Resorts International, St Eustatius, St. Kitts & Nevis, St. Martin/St. Maarten, St. Vincent & the Grenadines; Travel + Leisure, Trinidad & Tobago, Turks & Caicos Islands and the United States Virgin Islands.

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**INDUSTRY HEAVYWEIGHTS SET TO ADDRESS TOURISM MARKETING
CONFERENCE AT CARIBBEAN WEEK IN NEW YORK**

~ Experts to share insights into airline consolidation, social media marketing & reputation management

NEW YORK, NY (28 May, 2013) –Caribbean tourism marketers, policymakers and practitioners will be exposed to the latest expert tactics and best practices in marketing and brand reputation during Caribbean Week in New York.

Some of the most influential travel industry experts in the United States will provide detailed guidance about how to select and leverage well-known mediums to encourage travel and loyalty to the region, at this year's Caribbean Tourism Marketing Conference organized by the Caribbean Tourism Organization (CTO) Allied Members.

The strategies to be presented will range from the effective use of the travel website, Trip Advisor, to utilizing the latest trends in online marketing and social media for reputation management. In addition, participants will get insights into airline consolidation and effective strategies for marketing medical and wellness tourism.

One of the main presenters is Mark Raggio, a senior executive at the route development consulting firm, ASM. Mr. Raggio, whose responsibilities include performing quantitative analysis for airport clients, will speak on the topic, "The Impact of Consolidation and How it Affects the Caribbean."

Another key presenter is Steven Paganelli, the head of destination marketing sales in the Americas for Trip Advisor. He will deal with how destinations can mobilize their private sectors to produce favourable Trip Advisor reviews, while Sree Sreenivasan, the chief digital officer at

Columbia University and a social-media blogger for CNET News, will talk about the implications of social networks.

Delegates attending the marketing conference will also hear from Daniel Edward Craig, the founder of Reknown. Reknown develops strategy, content, training programmes and guidelines to help hoteliers and travel marketers understand and adopt the latest trends, tools and best practices in online marketing, social media and reputation management. Mr. Craig, a former hotel general manager and marketing executive turned author and consultant, will speak on reputation management in the digital age.

Rounding up the impressive panel of presenters will be Linden Schaffer, a certified wellness expert and the founder of Pravassa, a wellness company based in New York City. She will give attendees an in-depth look at medical and wellness tourism opportunities and will help them set a direction for the future of this specialty market.

"I am excited to have the opportunity to speak at such a prestigious event and share my passion for wellness and travel," said Ms. Schaffer. "I am going to speak to various trends in the industry that I've uncovered, both in my own business and through market research I've conducted throughout the year."

The Caribbean Tourism Marketing Conference takes place from 9:30 A.M. to 12:30 P.M. on Friday 7 June at the New Yorker Hotel. Now in its 19th year, the conference, which is hosted by the CTO Allied members in collaboration with the Association of Travel Marketing Executives (ATME), will be attended by ministers, commissioners and directors of tourism, as well as senior tourism industry representatives from the private sector.

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Inc., Tower Isles Patties, St Eustatius, St. Kitts & Nevis, St. Martin/St. Maarten, St. Vincent & the Grenadines, Travel + Leisure, Trinidad & Tobago, Turnstyle Marketing, Turks & Caicos Islands, Turks & Caicos Islands Community College, University of New Haven, University of Technology Jamaica, University of the West Indies and the United States Virgin Islands.

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**SUPERMODEL GEORGIE BADIEL ADDS SIZZLE TO
CARIBBEAN WEEK IN NEW YORK**

~ Georgie to walk the runway at Caribbean Fashion Tourism 2013 & appear at other Caribbean Week events ~

NEW YORK, NY (29 May, 2013) – International supermodel, Georgie Badiel, will add her grace and charm to the one of the most spectacular events for Caribbean Week in New York, the High Fashion Show.

Georgie will walk the runway wearing the creations of some of the leading Caribbean fashion designers, demonstrating why she has been one of the most sought-after models since bursting onto the scene in the United States in 2008.

Described as sizzling on the runway, Georgie has strut down the catwalk for world famous designers, including Chado Ralph Rucci, Diane von Furstenberg, Marc Jacobs, Christian Siriano, Oscar de la Renta, and Zang Toi.

"As an international fashion model I am used to being around beautiful people, but I think the most beautiful aspect of a person is the mind. I am extremely honoured to support this great cause because it is through education we can create a beautiful mind," the former Miss Burkina Faso and former Miss Africa said of her participation in the Caribbean fashion show.

Georgie began her career as a 15-year-old modelling in clubs in Africa. She signed her first modelling contract in Paris in 2005, and has graced the catwalk in London, Milan and around the world. She has also been a regular on the New York Fashion Week runways and was chosen as "Model of the Year" during the Arise Magazine Fashion Week in Lagos, Nigeria in 2012.

Joining Georgie on the runway for the Caribbean fashion show will be Chantal Clarke of Jamaica - the winner of Face Of Fashion "Jamaica" 2013, along with other models.

Dubbed "**Caribbean Fashion Tourism 2013**," the fashion show will provide the platform for talented Caribbean models and fashion designers, as well as mainstreams brands, to showcase their talent. Buyers and investors have been invited to observe and decide which of the fabulous designs on the runway will attract their investments.

The event is produced by Face Of Fashion, a fashion modelling and fashion design management company, in collaboration with the Caribbean Tourism Organization (CTO).

"The Caribbean ranks amongst the top in every field on endeavour, including the fashion industry. Caribbean Fashion Tourism 2013 gives talented designers from CTO member countries a stage on which to show off their couture at an exciting one-of-a kind show," said Carla Hazel, president of Face Of Fashion.

The premier Italian wine brand, VOGA, which has come aboard as a sponsor of the fashion show, will fly their newly minted promotional ambassadors, the VOGUETTES, from Italy for the event. This will be the VOGUETTES' first ever United States. The national brand ambassador for VOGA, Filippo Lapides, is also scheduled to attend and VOGA is expected to host a VIP tasting lounge, transforming Caribbean Fashion Tourism 2013 into a fashion show with a truly global identity and appeal.

Participating Caribbean fashion designers include Rykardo De Jude Pneuaner from Barbados; Derricia Williamson-Adelle 13 Swimwear from The Bahamas; of Geedaj Jones Designs (Glenda Jones) from Dominica; Carol Fraser - Miracle Hands from Guyana; Haitian fashion designer, Prajje Jean-Baptiste; Gillian Francis-MINKA from Jamaica; Queen Esther (Esther Joseph) Kuumba Designs from St. Lucia; Kimya Glasgow from St. Vincent & the Grenadines, Simon Duncun from Trinidad & Tobago and the mainstream sports wear designer, A+Dreams - Black Heart Fashion. The mainstream brands are Katty Xiomara and Gunas.

Caribbean Fashion Tourism 2013 takes place on Tuesday 4 June from 6:00 P.M. to 10:00 P.M. at the historical New Yorker Hotel in the heart of the New York's fashion district. A portion of the proceeds will go to the CTO Foundation, a charity that provides scholarships and grants to deserving Caribbean nationals to pursue studies in tourism and hospitality.

In addition to the fashion show, Georgie will be at the Student Colloquium, which precedes the fashion show; the Caribbean Gospel Celebration on 1 June and Rum & Rhythm on 7 June.

Caribbean Week in New York is supported by American Express, Amora Studios, Anguilla, Antigua & Barbuda, Association of Travel Marketing Executives (ATME), the Atrebor Group, the Islands Of The Bahamas, Barbados, Belize, Bermuda, Bonaire, British Virgin Islands, Butterfly By

Design, Caribbean American Chamber of Commerce and Industry (CACCI), Cayman Islands, Caribbean Airlines, Cititech Solutions, College of the Bahamas, CTO Allied Members, CTO Foundation, Departures, Destination Weddings, David Williams Funeral Service, Dominica, Don-Ka-Me-Ly-On Productions, El Dorado, Elite Islands Resorts, the Empire State Building, Face of Fashion, Faces of East, Food & Wine, Friends of Crown Heights Educational Centers, Grenada, Grace Foods, Guadeloupe, Haiti, Hardbeat Communications, Hilton Curaçao, Hyatt Regency Resorts – Caribbean, Islands, Jamaica, JetBlue Getaways, Jewel Resorts, Kalinago Beach Resort, Laura Davidson Public Relations, Local Bozo, MarryCaribbean.com, Martinique, Monroe College, Nassau/Paradise Island, Princess Hotel Guyana, Puerto Rico, Quinn & Company, Raddison Blu Resort, Marina & Spa, Reggae Vibes, Saint Lucia, Sandals Resorts International, Saveur, SOWEB Inc., Tower Isles Patties, St Eustatius, St. Kitts & Nevis, St. Martin/St. Maarten, St. Vincent & the Grenadines, Travel + Leisure, Trinidad & Tobago, Turnstyle Marketing, Turks & Caicos Islands, Turks & Caicos Islands Community College, University of New Haven, University of Technology Jamaica, University of the West Indies and the United States Virgin Islands.

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**TRAVEL AGENTS PRESENTED WITH ANOTHER AVENUE TO KEEP THEIR
HEADS ABOVE WATER**

*~ CTO organizes workshop on water sports in the Caribbean for travel agents in New York during
Caribbean Week ~*

NEW YORK, NY (30 May, 2013) – Travel agents who sell the Caribbean are being introduced to another means of keeping their heads above water: water sports. The Caribbean Tourism Organization (CTO) New York office has organized a seminar designed to help travel agents become familiar with the many water sports options in the Caribbean and how these can enhance their clients' holiday experience.

"Water sports are among the most important and lucrative niches of the Caribbean tourism product. From sailing to snorkelling to scuba diving to waterskiing, water sporting activities are as endless as the expansive beaches that fringe the Caribbean," said Sylma Brown, the head of the CTO New York office.

"This multi-billion dollar industry represents a unique opportunity for travel agents who sell the Caribbean to increase their profits. The Caribbean is the ideal playground for watersports, and destinations are continuing to develop and upgrade their product offerings to appeal to the maximum number of visitors," Ms. Brown added.

This workshop, themed "Water Sports – The Solution to Keeping Your Head Above Water," will be facilitated by Anne Brobyn, the founder and president of Hibiscus International, a tourism sales and marketing company dedicated to finding innovative and creative ways to promote niche tourism in global destinations. She will share information on how to identify water sports enthusiasts and

how to capture their attention and encourage them to participate in water sporting activities in the Caribbean.

The workshop is being organized as part of the programme for Caribbean Week in New York and will take place from 8:00 A.M. to 11:00 A.M. on Wednesday 5 June at the New Yorker Hotel, 481 8th Avenue & 34 Street, New York. It will be followed later on the 5th of June by the OneCaribbean Vacation Mart and Romance Pavilion, One Day Bonanza at which Caribbean vacations will be available at special prices. Professional retail travel agents will close the sales in an environment that evokes the colours and energy of the Caribbean. Engaged couples or those seeking romance in the warmth and hospitality of the Caribbean will get to select or design their perfect Caribbean wedding or honeymoon. Engaged couples visiting the Romance Pavilion will also get an opportunity to win several prizes, the grandest of which is a honeymoon getaway to the Islands of the Bahamas, the Pavilion's title sponsors.

The television and film star, Tamara Tune of Law & Order: Special Victims Unit, as well as Samantha Goldberg, the host of the television show, Whose Wedding is it Anyway?, will add star power to the OneCaribbean Vacation Mart and Romance Pavilion with their presence. Ms. Tunie, the official spokesman for Caribbean Week in New York, will also be at Rum & Rhythm at the Tribeca 360, 10 Desbrosses Street, New York, on Friday 7 June.

Caribbean Week in New York is supported by Academy Engraving, Inc., American Express, Amora Studios, Anguilla, Antigua & Barbuda, Association of Travel Marketing Executives (ATME), the Atrebor Group, the Islands Of The Bahamas, Barbados, Belize, Bermuda, Blue Rivers Records, Bonaire, British Virgin Islands, Butterfly By Design, Caribbean American Chamber of Commerce and Industry (CACCI), Cayman Islands, Caribbean Airlines, Cititech Solutions, College of the Bahamas, CTO Allied Members, CTO Foundation, Departures, Destination Weddings, David Williams Funeral Service, Dominica, Don-Ka-Me-Ly-On Productions, El Dorado, Elite Islands Resorts, the Empire State Building, Face of Fashion, Faces of East, Food & Wine, Friends of Crown Heights Educational Centers, Grenada, Grace Foods, Guadeloupe, Haiti, Hardbeat Communications, Hilton Curaçao, Hyatt Regency Resorts – Caribbean, Islands, Jamaica, JetBlue Getaways, Jewel Resorts, Kalinago Beach Resort, Laura Davidson Public Relations, Local Bozo, MarryCaribbean.com, Martinique, Monroe College, Nassau/Paradise Island, Princess Hotel Guyana, Puerto Rico, Quinn & Company, RaddisonBlu Resort, Marina & Spa, Reggae Vibes, Saint Lucia, Sandals Resorts International, Saveur, SOWEB Inc., Tower Isles Patties, St Eustatius, St. Kitts & Nevis, St. Martin/St. Maarten, St. Vincent & the Grenadines, Travel + Leisure, Trinidad & Tobago, Turnstyle Marketing, Turks & Caicos Islands, Turks & Caicos Islands Community College,

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**STATE OF THE INDUSTRY CONFERENCE IN MARTINIQUE TO FOCUS ON
VISITOR EXPERIENCE AND AUTHENTICITY**

*~ Theme of 15th to 18th October gathering is: Perfecting The Experience. Delivering
Authenticity ~*

NEW YORK, NY (7 June 2013) – The Caribbean’s premier gathering on tourism development issues, the Caribbean Tourism Organization (CTO)’s State of the Industry Conference (SOTIC), will, this year, focus on visitor experience and authenticity.

The conference, which will be held in Martinique from 15-18 October, will have as its theme, **“Perfecting The Experience. Delivering Authenticity.”** The theme was announced here at the Caribbean Week in New York closing news conference late today, by the CTO chairman, Hon. Beverly Nicholson-Doty and Martinique’s commissioner of tourism, Hon. Karine Roy-Camille.

The CTO chairman explained that this theme allows delegates to explore a range of elements that are critical to the development and success of the sector in the region. These include training and education, service quality, standards, visitor satisfaction, and community involvement.

“We also expect to deal with matters such as customs and immigration, airport and seaport facilities, taxis, attractions and more, in the understanding that the vacation experience doesn’t begin and end at accommodations,” Ms. Nicholson-Doty said.

The Authenticity part of the theme, she explained, is a natural fit because of the unique experience that the Caribbean offers.

"Visitors come to this region for a uniquely Caribbean experience; one which is desirable enough to lead to referrals and repeat visits and we have to deliver on this promise of the authentic Caribbean, 'the real thing,' which is a unique blend of vacation elements not obtainable elsewhere," she added.

SOTIC will be the first major CTO event being hosted by Martinique, and Commissioner Roy-Camille said the French-speaking island will be a proud host.

"We consider hosting the State of the Industry Conference a great honour and we are extremely proud of it. We look forward to welcoming the press and delegates to the Isle of Flowers in October for a taste of our special brand of French-Creole warmth and hospitality."

Martinique

Martinique is magical, a rich and vibrant tapestry of French chic and authentic Creole spice woven across an absolutely fascinating tropical setting nestled in the heart of the Lesser Antilles. An overseas region of France, Martinique stirs wanderlust and passions with the Caribbean's most delectable culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Its various nicknames -- The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World -- hint at the uniquely special experiences that await visitors here, as do such celebrated awards as "Top Caribbean Island for Delectable Dining" (Caribbean Travel + Life: 2009), "Best Caribbean Destination" (About.com: 2010), and induction of The bay of Fort-de-France in The Most Beautiful Bays of the World (2011). Napoleon's bride, Empress Josephine, was born and raised here. Majestic Mt. Pelée and The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products and the wonders of Caribbean authenticity are readily available here. A special place, to be sure, with so much to offer -- Martinique c'est magnifique! For photographs visit:
http://www.martinique.org/photos_gallery/index.php

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**CTO HONOURS TRAVEL JOURNALISTS AT TRINIDAD & TOBAGO-
SPONSORED MEDIA AWARDS CEREMONY DURING
CARIBBEAN WEEK IN NEW YORK**

NEW YORK, NY (6 June, 2013) – The Caribbean Tourism Organization (CTO) recognized travel journalists covering the region at the CTO Media Awards Luncheon at Caribbean Week in New York. The luncheon, held at the New Yorker Hotel on Thursday 6 June, was sponsored by Trinidad & Tobago.

After brief remarks from the Trinidad & Tobago Minister of Tourism, Hon. Stephen Cadiz, CTO's secretary general, Hugh Riley, presented the following awards to well deserving travel journalists in front of a packed audience of tourism ministers, directors and other dignitaries from the Caribbean, industry executives and other well regarded journalists:

Been There, Wrote That – Best Feature Article In A Consumer Magazine

Sarah Greaves-Gabbadon, for her feature article on Trinidad & Tobago carnival entitled, "The Greatest Show On Earth: Starring You" in Caribbean Travel + Life

I Couldn't Have Written Better Myself – Best Feature In A Consumer Newspaper

Patti Nickell, for her feature article on Dominica entitled, "Beautifully Kept Secret" in the Lexington Herald-Leader

Inner Circle King – Best Feature Article In A Trade Publication

Gay Nagle Myers for her story on St. Kitts & Nevis entitled, "Sweet Retreat on St. Kitts and Nevis" in Travel Weekly

Virtual Visitor Award – Best Online Feature

Alexander Britell, for his story about turtles in Nevis entitled, "Sea Turtles – A Special Kind of Tourist at the Four Seasons Nevis" in Caribbean Journal

No Anansi Story! – Best Feature By A Caribbean Journalist

Rickisha St. Louis of Grenada Broadcasting Network for her broadcast feature on St. Eustatius entitled, "Eustatius: The Caribbean's Hidden Treasure" broadcast on the Caribbean Media Corporation's Carib Vision

Golden Mic – Best Broadcast Feature

Art Fennell for his featured entitled, "Art Fennell Visits Martinique" on Art Fennell Reports on NBC/Comcast

From Infinity...And Abroad – Best International-based Feature in a U.S. Medium

Katsuyoshi Tanaka for his feature entitled, "Martinique: Diverse Culture in the French Caribbean" in Phoenix International

In addition, the CTO's Chairman, Hon. Beverly Nicholson-Doty presented the following best overall award:

They Like Me, They Really Like Me! – Best of the Best

Sarah Greaves-Gabbadon, for her feature article on Trinidad & Tobago carnival entitled, "The Greatest Show On Earth: Starring You" in Caribbean Travel + Life

The CTO Travel Media Awards entries were judged by a team of public relations and journalism experts, including Head Judge Ellen Tashie Frisin, an Associate Professor at Hofstra University.

For more information, contact CTO in New York (212-635-9530) or Barbados (246-427-5242), or visit www.OneCaribbean.org or www.caribbeanweekny.com.

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TURKS AND CAICOS ISLANDS PREMIER FOR CARIBBEAN WEEK IN TORONTO

~Premier Dr. Rufus Ewing will meet travel agents, industry officials and media at the 26-28 June event organised by the Caribbean Tourism Organization~

BRIDGETOWN, Barbados (15 June 2013) - The Premier of the Turks and Caicos Islands (TCI), Dr. Rufus Ewing will lead a delegation to the Caribbean Tourism Organization (CTO)'s Caribbean Week in Toronto from 26-28 June.

Dr. Ewing, who is also the minister of tourism, will make several appearances at CTO-organised events during the Caribbean Week in Toronto, which celebrates the sights, sounds and holiday attributes of the Caribbean.

As part of his programme, the Premier will address leading industry officials, including top travel agents from the Greater Toronto Area, at an industry luncheon on 26 June. His presentation is expected to highlight current developments within the tourism sector in the Turks & Caicos Islands, as well as immediate and long term plans for further development of the industry. He will also get to speak with travel agents at the Travel Agents Exhibition and Educational Programme on Thursday evening, 27 June.

Dr. Ewing is scheduled to appear at the CTO media briefing on Thursday morning, 27 June, and will get to go one on one with leading Canadian journalists at Media Marketplace immediately following the news briefing. He will also meet with a group of young Caribbean professionals in Toronto.

"Caribbean Week in Toronto is another important avenue through which we continue to remind potential travellers and industry practitioners of the quality and unforgettable experience

that awaits them in the Turks & Caicos Islands," the Premier said. "I thank the CTO for continuing to provide these opportunities to tell our story to the world."

Dr. Ewing will be accompanied by Chairman to the Tourist Board; Mr. Kingsley Been, Product Marketing Officer; Ms. Candesha Swann and Head of Secretariat in the Office of the Premier Mr. Ronlee James

For more information on Caribbean Week in Toronto, including how to participate, visit www.caribbeanweekcanada.com.

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**CANADIAN TRAVEL JOURNALISTS RECOGNISED AT CTO TRAVEL
MEDIA AWARDS CEREMONY DURING CARIBBEAN WEEK IN TORONTO**

TORONTO, Canada (27 June, 2013) – Some of Canada's leading travel journalists were recognized today by the Caribbean Tourism Organization (CTO), for their excellence in showcasing the Caribbean through their work. The CTO presented eight awards at its Travel Media Awards luncheon during Caribbean Week in Toronto, held at The Boulevard Club in Canada's largest city.

The secretary general, Hugh Riley, in a brief address before handing out the awards, thanked the journalists for helping tell the Caribbean's story "in the most compelling way to Canadians, encouraging them to visit and enjoy some of what we from the Caribbean are blessed to experience and enjoy every day.

"We love sharing our warmth and our waters, our history and our heritage, our festivals and our fashion, our talents and our trails, our cuisine and our culture with you. We love sharing our Caribbean with Canadians and we savour every opportunity to present you with the holiday experience that you desire," Mr. Riley said. "This is why we are thankful for the exceptional job the media are doing to help tell the Caribbean story. And you do it in a more compelling, more creative, more imaginative way than even we can. We are certain that you've played a part in bringing to the Caribbean, the three million Canadians who visited the Caribbean last year."

Following his remarks, Mr. Riley presented the following awards to the well deserving travel journalists in front of a packed audience of industry officials, dignitaries and other well regarded journalists:

Been There, Wrote That – Best Feature Article In A Consumer Magazine

Sarah Staples, for her feature entitled, "Anguilla As You Like It" in Ensemble Vacations. Michael DeFreitas was highly commended for his story entitled, "Antigua: A Beach A Day" in Cruise Holidays.

I Couldn't Have Written Better Myself – Best Feature In A Consumer Newspaper

Jim Byers of the Toronto Star for his feature article, "Old Time Jamaica." Josephine Matayas, also of the Toronto Star, was highly commended for her feature entitled, "Unspoiled Dominica is a promised land for hikers."

Inner Circle King – Best Feature Article In A Trade Publication

Iлона Kauremsky of www.travelindustrytoday.com for her article, "A Cool Mix – USVI offers something for everyone." Melanie Reffes was highly commended for her article, "Pleasures of Paradise – Living the Good Life in Saint Lucia" in Canadian Traveller.

Oh Snap! – Best Photograph

Michael DeFreitas, for a photograph that accompanied an article entitled "Dive into Fun – Amazing, Fantastic, Spectacular Caribbean Diving" in Passions Magazine. Sharon Matthews-Stevens was highly commended for her photograph which accompanied a story by Mark Stevens entitled, "The British Virgin Islands: Five Special Places for Snuggling Down." The article appeared in the dive magazine, All At Sea.

Virtual Visitor Award – Best Online Feature

Erin MacLeod of the Montreal Gazette for her story entitled, "Dominica will take your breath away." Diane Slawych was highly commended for her article entitled, "A sweet getaway for Mom - Saint Lucia visit better than a box of chocolates" in the Toronto Sun.

Not Lost in Translation - Best Feature By A Canadian Journalist in a Foreign Medium

Michael DeFreitas for his feature on Anguilla entitled, "'A Beach Less Traveled" in World Traveler Magazine. Robert Sirdey's article on Martinique in l'Actualité was highly commended

Golden Mic – Best Broadcast Feature

Loren Christie of CTV for his feature on weddings in Anguilla. Highly Commended was Kathleen Petty of CBC Radio's Ontario Today for her feature on St. Vincent & the Grenadine's Digital Detox campaign developed to combat traveller's technology addictions.

They Like Me, They Really Like Me! – Best of the Best

Michael DeFreitas for "A Beach Less Traveled" in World Traveler Magazine.

The CTO Travel Media Awards entries were judged by a team of public relations and journalism experts, including Head Judge Dr. Rita Cox.

Editors' Note. The "Highly Commended" were recognized but were not given awards.

For photographs please click [here](#). For photographs from other Caribbean Week in Toronto events, please click [here](#).

Caribbean Week in Canada is organized by the CTO New York office and is supported by CTO members; national tourist offices in the marketplace.

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For more information on the Caribbean Tourism Organization please visit www.OneCaribbean.org.
Get the latest CTO updates on Twitter at <http://www.twitter.com/ctotourism> .

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CTO MEMBER COUNTRIES

Anguilla	Jamaica
Antigua and Barbuda	Martinique
Bahamas	Montserrat
Barbados	Puerto Rico
Belize	Saint Lucia
Bermuda	St. Barts
Bonaire	St. Eustatius
British Virgin Islands	St. Kitts and Nevis
Cayman Islands	St. Lucia
Cuba	St. Maarten
Curaçao	St. Martin
Dominica	St. Vincent & the Grenadines
Grenada	Trinidad and Tobago
Guadeloupe	Turks and Caicos Islands
Guyana	United States Virgin Islands
Haiti	Venezuela

To learn more about our members visit: www.OneCaribbean.org

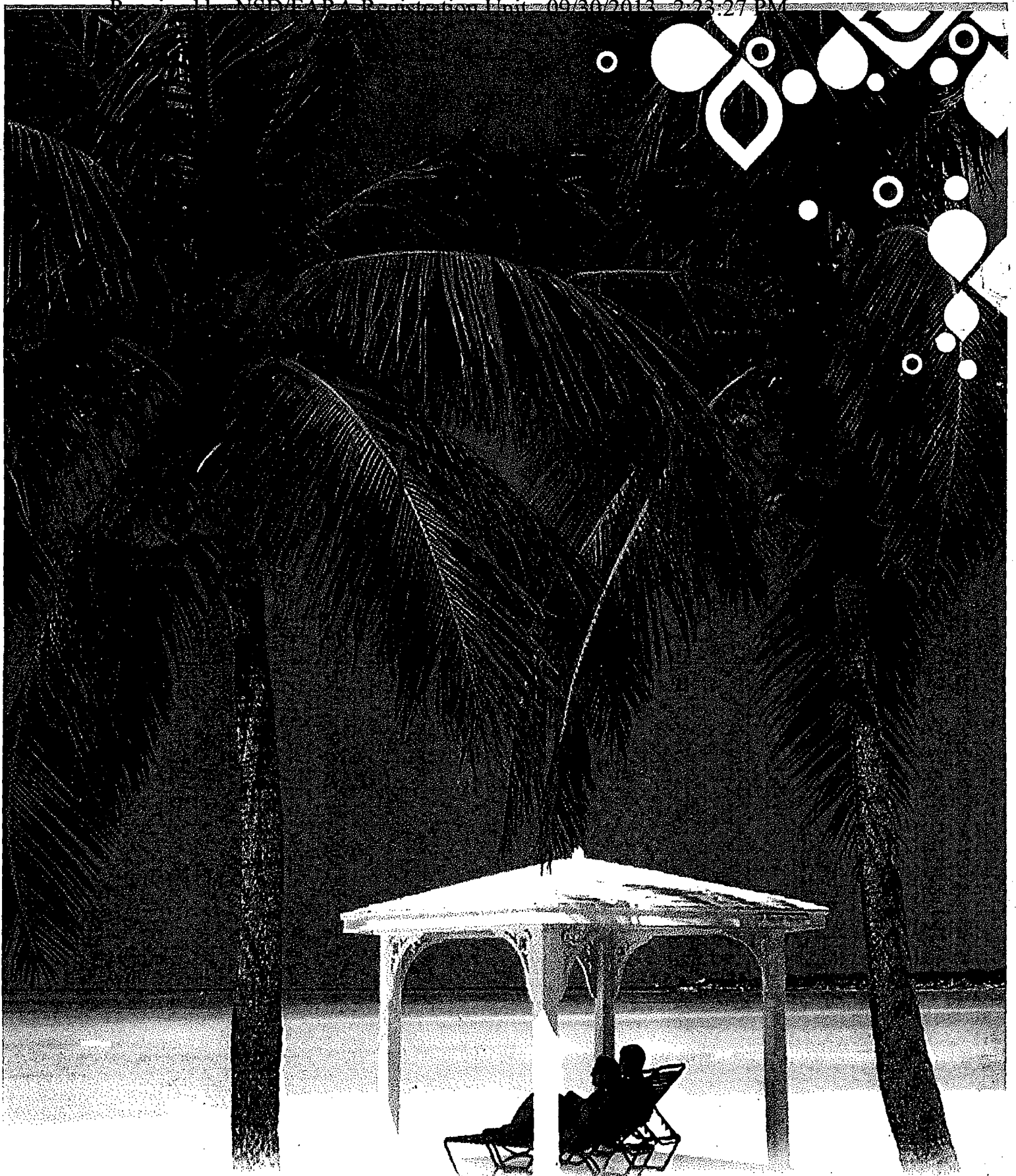
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